



Town of Arlington, Massachusetts
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Minutes 04/18/2012

Arlington Tourism and Economic Development Committee

Wednesday, April 18, 2012, 7 to 8:30 p.m

Cutter Gallery, Jefferson Cutter House, One Whittemore Park

Minutes

Present: Kirsi Allison-Ampe, Roly Chaput, Daniel Hodge, Angela Olszewski, Clarissa Rowe, Howard Winkler, Sharon Shaloo

Absent: Robert Bowes, Tom Davison, Mike Ginns, Carol Kowalski, Diane Mahon, Joann Robinson

Visiting: Bob Radochia, Scott Smith

Call to Order: The Meeting was called to order at 7:05 p.m.

Acceptance of Minutes: The Minutes of the February and March meetings were accepted as amended.

Committee Members:

Clarissa Rowe is now the BoS designee to the Committee. Additional appointments will bring the committee back to its full complement of eleven members.

Daniel Hodge tendered his resignation at the meeting as he is moving from Arlington. The committee expressed its gratitude to Daniel for his service and hopes to stay in touch with him as the EDSAT initiative comes to completion.

Committee Leadership

- Clerk: The role of the clerk will now be rotated (by last name) on a monthly basis by unanimous agreement.
- Chair: Angela Olszewski will continue as chair.

Visitor Input

Scott Smith asked to be recognized to express his support for the signage initiative and to signal the interest in working with the committee in the future on other signage matters.

Budget and Reimbursements

Roly Chaput, Treasurer, reported that the A-TED account shows a balance of \$1225; \$300 is encumbered for Patriot's Day expenses. The balance reflects a Town appropriation of \$1,025 and a generous donation by Robert Bowes of \$500.

Approximately \$500 in expenses (for Patriot's Day and Town Day) will be deducted in the coming month as Angela and Sharon submit their expenses.

The Committee moved to receive the financial report with a unanimous vote.

Patriots Day Review

The Committee consensus was that the activities on Monday morning were successful and that next year the following should be considered:

- Move Start Time to 11:30 a.m., with clear announcement that the Revere and Dawes re-enactors usually arrive between 12:30 and 1 p.m.
- Twitter feed should be projected on large screen, and an electronic map be projected, along with the feed, so that the rides can be tracked on a large screen. Town Hall has an LCD projector.
- Make sure to have more extension cords on hand so that activity/performance areas have greater flexibility in where they can be placed.
- Have volunteers to hold flashlights or employ a projector make the silhouette project more efficient
- Consider a bulk buy of tri-corn hats for the kids (perhaps allowing them to decorate?)
- Market the event to local food and novelty vendors to engage larger community
- Be sure to add Arlington activities to the Minuteman Park press release
- Hold an early meeting among the Patriots' Day Parade committee, the Menotomy Minutemen, and A-TED in order to create a weekend schedule that brings the re-enactment at the Jason Russell House back to Arlington. (Angela will ask Bob Bowes to get in touch with these groups.)

Outreach

- Angela will talk to Bob about an A-TED meeting with Rotary/Chamber
- Bob and Clarissa will organize a meeting with the Armenian Cultural Foundation
- Cultural Council:
 - o Sharon will organize subcommittee meeting with ACC co-chairs or designated council members. Clarissa and Angela will also be part of this subcommittee.
 - o Sharon noted that the ACC is interested in a Cultural District map that may overlap with the A-TED initiative on a Menotomy Village map. She also reported that ACC will be doing a community input meeting in June and that members of A-TED should attend.
- Arlington Gives
 - o Kathryn Tighe is still trying to get the Arlington Gives brochure into water bills but is still not clear on the relationship with the Schwamb Mill Preservation Trust and its affiliation with the town.
 - o Roly and Sharon will arrange to meet with her to discuss areas of overlap and mutual concern.
- Advisory Committee
 - o Clarissa will talk with Doreen Stevens to see if she will take the lead in organizing the Advisory Committee for A-TED
- Advertising for Cultural Sites
- Capitol Theatre - Clarissa will discuss with owner
- Angela is pursuing the Tourism sign on Rt 128/Rt 2 with Rep Sean Garballey
- Angela will pursue the possibility of advertising on MBTA buses/T and make that information available to Arlington organizations.

Reports

BRSB

- No new report from MAPC on this initiative
 - Committee will table outreach to local tourism committees for time present.
 - Daniel suggests spending more time on maps/local initiatives that are not dependent on outside projects.
- Clarissa reported that Adrian Landrey, an artist who worked on Lowell's cultural maps and trails, is interested in working with A-TED on these sorts of initiatives.
- The tours/trails we may choose among: AIR tour (Arts, Industry & Revolution); Restaurant Trail; Menotomy Historic Sites; Old Burying Ground map. The committee is also pursuing new signage throughout town to stimulate interest in post-Revolutionary Arlington (e.g., Uncle Sam; First Children's Library in U.S.; Moxie; Resort Hotels, etc.)

EDSAT

No report from Planning Dept. Daniel noted that the entire project in Holyoke took only four weeks. The Committee will inquire on a projected completion date for Arlington's report.

Website

Sharon and Clarissa will develop

Menotomy Overlay District

Clarissa will scan and distribute the map of 1750, which Howard Winkler has secured. The Committee will discuss its strategy and goals for this project after it has reviewed the map. In advance, Sharon will talk with the Worcester group that is reclaiming an historic name for a section of its city, to hear about their goals, progress, and obstacles/lessons learned. The Committee will also consider how to mark the district, with banners? Sidewalk markings? Signs?

Report to Town Meeting

Angela is preparing a power point presentation for Town Meeting. The Committee urged her to focus on economic development issues rather than only on the Town Hall activities on Patriot's morning.

Old Business

Robert Bowes sent the committee an initial report of his discussions with the Chamber of Commerce and several local merchants about proposed changes to the Mass Ave/Pleasant St intersection. There is a collective concern about the loss of seven parking spaces and one taxi stand. Clarissa Rowe will talk with Laura Wiener and with the Town Manager about this matter, and will - among other things - ask them to consider restricted parking during rush hours rather than wholesale elimination of spaces. The Committee expressed its appreciation to Bob Bowes for undertaking this survey, which clearly indicates that there is more work to be done on the plan before any changes are implemented. The Committee will return to this matter at its abbreviated May meeting, preceding Town Meeting on May 16th.

New Business

Bob Radochia asked to speak about graffiti on the parking meter machines in the Russell Common Parking Lot.

Sharon felt that a larger issue was the constant state of disrepair of the meters. The Committee will return to this issue when it takes up other parking issues.

Next meeting

The Committee will hold an abbreviated meeting from 7 to 7:45 p.m. on May 16th, preceding Town Meeting. Sharon will investigate meeting places in Town Hall.

The meeting was adjourned at 8:50 p.m.